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QUESTION 1

The U+ Bank marketing department currently promotes various home loan offers to qualified customers. Now, the bank does not want customers to receive more than four promotional emails per quarter, regardless of past responses to that action by the customer.

Which option allows you to implement the business requirement?

- A. Volume constraints
- B. Customer contact limits
- C. Suitability rules
- D. Suppression policies

Correct Answer: C

QUESTION 2

MyCo, a telecom company, notices that when customers call to check on bill status, 80% of the time, they received the wrong offer promotion, leading to customer dissatisfaction. The company decides to boost customers' needs in the prioritization formula, to improve sales in the current quarter.

Which arbitration factor do you configure to implement the requirement?

- A. Context weighting
- B. Propensity
- C. Business weighting
- D. Action value

Correct Answer: A

QUESTION 3

U+ Bank has recently introduced a few mortgage offers that are presented to qualified customers on its website- The business now wants to prevent offer overexposure, as overexposure negatively impacts the customer experience.

Select the correct suppression rule for the requirement: If a customer has clicked on any of the mortgage offers a total of three times in the last 7 days, do not show any mortgage offers to that customer for the next 10 days.

- A. Suppress an action for 10 days if there are three clicks for any channel in the last 7 days.
- B. Suppress a group of actions for 10 days if there are three clicks on the web channel in the last 7 days.
- C. Suppress an action for 7 days if there are three clicks on the web channel in the last 10 days.
- D. Suppress a group of actions for 10 days if there are three clicks on the web channel in the last 10 days.

Correct Answer: A

QUESTION 4

U+ Bank, a retail bank, wants to include offer related images in the emails that they send to their qualified customers. As a decisioning consultant, what best practice must you follow to include images in the emails?

- A. Provide links to images in the email
- B. Host images on an external server
- C. Embed images in the email directly
- D. Attach images to the email

Correct Answer: A

QUESTION 5

U+ Bank, a retail bank, wants to begin promoting credit card offers via email to qualified customers. The business would like to ensure that the outbound run always uses the latest customer information.

What do you configure to implement this requirement?

- A. Trigger an external ETL (Extract-Transform-Load) process
- B. Select Refresh the audience
- C. Run the starting population segment daily
- D. Select different audience sample with similar profile

Correct Answer: C

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